

## THE INSTITUTE FOR EDUCATION BY RADIO

Sponsor of

*The American Exhibition and Citations of Educational Radio Programs*BUREAU OF EDUCATIONAL RESEARCH  
THE OHIO STATE UNIVERSITY

COLUMBUS 10

February 8, 1944

Mr. Frank E. Schooley  
Executive Secretary  
National Association of Educational Broadcasters  
Station WILL - University of Illinois  
Urbana, Illinois

Dear Frank:

" We are now planning the program for the Fifteenth Institute for Education by Radio which meets May 5-8 at the Deshler-Wallick Hotel in Columbus. We are very happy again to be able to extend a warm invitation to the NAEB to meet with us at the Institute. I am particularly interested to learn whether the organization would like to follow the usual plan or something different.

" For the past several years, the NAEB has held a special closed session at the time of the section meetings which will occur this year on Saturday evening, May 6. The program committee of the Institute suggested that perhaps the NAEB would prefer to meet just previous to the Institute or to have a luncheon session so that members might be free to attend other meetings on Saturday evening. Certainly this would be feasible. The Institute will open officially on Friday evening with a general session and there will be a special pre-conference session on Friday afternoon devoted to a demonstration of a junior town meeting by radio. The NAEB could therefore schedule its meeting almost any time on Friday with no important conflict. The AER is having its regular luncheon probably on Saturday but an NAEB luncheon could undoubtedly be arranged for some other day without difficulty.

" Please let me know whether or not your group wishes to have a section meeting on Saturday evening or whether you wish other meeting times listed in the program."

Kind personal regards,

Very cordially yours,

*I. Keith Tyler  
(aw)*

T:W

I. Keith Tyler

FEBRUARY 11, 1944

MR. I. KEITH TYLER  
INSTITUTE FOR EDUCATION BY RADIO  
OHIO STATE UNIVERSITY  
COLUMBUS 10, OHIO

DEAR KEITH:

THANKS FOR YOUR LETTER OF FEBRUARY 8TH REGARDING  
THE FIFTEENTH INSTITUTE FOR EDUCATION BY RADIO.

I AM SURE THAT THE N.A.E.B. GROUP WILL WISH TO  
HOLD SOME KIND OF A SPECIAL MEETING IN CONNECTION WITH  
THE INSTITUTE. REGARDING THE EXACT DAY AND KIND OF  
MEETING, I AM ASKING FOR THE ADVICE OF THE OFFICERS  
AND EXECUTIVE COMMITTEE. I'LL LET YOU KNOW LATER.

WHAT IS SCHEDULED FOR SUNDAY?

CORDIALLY,

FRANK E. SCHOOLEY  
PROGRAM DIRECTOR

FES:MAJ

THE OHIO STATE UNIVERSITY  
COLUMBUS

COLLEGE OF EDUCATION  
BUREAU OF EDUCATIONAL RESEARCH

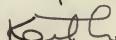
January 27, 1940

Mr. Carl Menzer  
State University of Iowa  
Iowa City, Iowa

Dear Carl:

Now that we begin work on the program for the Eleventh Institute, we again write you to invite the National Association of Educational Broadcasters to hold its regular closed meeting on Monday evening, April 29. Please let me know whether the Association will want this meeting again and whether, as usual, it is to be a closed meeting. We are delighted to have this group meet with us and are counting upon this regular meeting. May I hear from you very soon?

Very cordially yours,



I. Keith Tyler

IKT:MMR

JUDGES' AWARDS FOR  
THE SECOND AMERICAN EXHIBITION OF RECORDINGS OF  
EDUCATIONAL RADIO PROGRAMS

May 2-4, 1938

Sponsored by the  
Ninth Institute for Education by Radio  
Ohio State University, Columbus, Ohio

I. Entries by Educational Organizations or Stations

a. For general use. Lecture, talk, speech.

FIRST AWARD. "Science in the News." Broadcast of July 15, 1937. Planned and produced by the University Broadcasting Council, Chicago. Speaker, Olan Soule. Length of program, 15 minutes. Broadcast over Station WCFL and the NBC Blue Network.

b. For general use. Demonstration or participation program.

No award or honorable mention.

c. For general use. Dialog, round-table conversation, interview, debate, question and answer.

FIRST AWARD. "The Right Job." Broadcast of February 6, 1938. Planned and produced by the University Broadcasting Council, Chicago. Script written by J. H. Hazelhurst. Length of program, 15 minutes. Broadcast given over Station WGN, Chicago, and the Mutual Network, from 2:00 to 2:15 P.M.

HONORABLE MENTION. "The Crisis in Central Europe." From the University of Chicago Round Table series. Planned and produced by the University Broadcasting Council, Chicago. Length of program, 30 minutes. Program given without scripts by Harry D. Gideonse, Clifton M. Utley and Carroll Binder. Date of broadcast, February 27, 1938, from 12:30 to 1:00 P.M. E.S.T. over Station WMAQ, Chicago, and the NBC Red Network.

d. For general use. All forms of dramatization.

FIRST AWARD. "The Little Indian of Mexico." From the series, "Brave New World." Planned and produced by the Educational Radio Project of the United States Office of Education. Length of program, 30 minutes. Written by Bernard C. Schoenfeld and directed by Irving Reis. Produced by professional cast from the project. Broadcast on January 10, 1938, from 10:30 to 11:00 P.M. over Station WABC, New York, and the CBS Network.

HONORABLE MENTION. "Story of Electricity." From the series, "The World Is Yours." Planned and produced by the Educational Radio Project of the United States Office of Education. Written by Peter J. Harkins, directed by Philip H. Cohen and produced by professional cast from the project. Broadcast February 27, 1938 from 4:30 to 5:00 P.M. over Station WEAF, New York City, and the NBC Red Network.

HONORABLE MENTION. "Christ of the Andes." From the series, "Brave New World." Planned and produced by the Educational Radio Project of the United States Office of Education. Written by Bernard C. Schoenfeld, dir-

ected by Earle McGill, and produced by professional cast from the project. Broadcast December 20, 1937, from 10:30 to 11:00 P.M. over Station WABC, New York, and the CBS Network.

e. For use in school by primary children (approximately Grades I-III).

HONORABLE MENTION. "Rhythm Imitations." From the series, "Rhythm Games for Children," of the Wisconsin School of the Air. Planned and produced by Station WHA at the University of Wisconsin. Written by Mrs. Fannie Steve, produced by Frederick Fuller and given by Mrs. Steve. Broadcast March 4, 1938, from 2:00 to 2:15 P.M. over Station WHA, Madison, Wisconsin.

f. For use in school by elementary children (approximately Grades IV-VI).

HONORABLE MENTION. "Story of Glass." From the series, "Stories about Familiar Things." Planned and produced by the Rochester School of the Air. Written, directed and produced by Elizabeth W. Cross. Broadcast February 23, 1938, from 2:00 to 2:15 P.M. over Station WHAM, Rochester, New York.

HONORABLE MENTION. "Journeys in Music Land." Broadcast of February 23, 1938. One of the series of the Wisconsin School of the Air. Planned and produced by Station WHA of the University of Wisconsin. Given without script by Professor E. B. Gordon and student group. Broadcast February 23, 1938, from 2:00 to 2:15 P.M. over Station WHA, Madison, Wisconsin.

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII)

FIRST AWARD. "Carnival at Nice." From the series, "French for High Schools," of the Wisconsin School of the Air. Planned and produced by Station WHA of the University of Wisconsin. Written by Mlle. Germaine Mercier. Directed by Walter Kruevitch and given by members of the University French department. Broadcast January 14, 1938, from 11:30 to 11:45 A.M. over Station WHA, Madison, Wisconsin.

HONORABLE MENTION. "News Today, History Tomorrow." A weekly broadcast of the Rochester School of the Air. Written, produced and given by Paul C. Reed. Broadcast February 18, 1938 from 1:30 to 1:45 P.M. over Station WHAM, Rochester, New York.

## II. Entries by Commercial Stations

a. For general use. Lecture, talk, speech.

FIRST AWARD. "English Foreign Policy." From the series, "The Story Behind the Headlines." Planned and produced by the National Broadcasting Company and the American Historical Association. Written, directed and produced by Cesar Saerchinger. Broadcast March 11, 1938 from 7:15 to 7:30 P.M. over Station WJZ, New York City and the NBC Blue Network.

HONORABLE MENTION. "Raymond Gram Swing." One of a regular weekly series, planned and produced by Station WOR, Newark, New Jersey. Written and given by Raymond Gram Swing. Broadcast Mondays from 8:30 to 8:45 P.M. over Station WOR and the Mutual Network. Date not given.

b. For general use. Demonstration or participation program.

FIRST AWARD. "NBC Home Symphony." Broadcast of March 13, 1938. Planned and produced by the National Broadcasting Company. Written, directed and conducted by Ernest La Prade. Broadcast March 13, 1938, from 12:00 to 12:30 P.M. over Station WEAF, New York and the NBC Red Network.

c. For general use. Dialog, round-table conversation, interview, debate, question and answer.

FIRST AWARD. "Cooperation with Government." From the series, "America's Town Meeting of the Air." Planned and produced by the National Broadcasting Company and Town Hall, Inc. Arranged by George Denny, Jr. Directed by Joseph Bell. Speakers, Willkie and Jackson. Broadcast January 6, 1938, from 9:30 to 10:30 P.M. over Station WJZ, New York, and the NBC Blue Network.

d. For general use. All forms of dramatization.

FIRST AWARD. "The House That Jack Didn't Build." From the "Columbia Workshop" series. Planned and produced by the Columbia Broadcasting System. Written by Alfred Kreymborg. Directed by William N. Robson and produced with professional cast. Broadcast January 15, 1938, from 8:00 to 8:30 P.M. over Station WABC, New York, and the CBS Network.

FIRST AWARD. "Madam Curie." From the "Columbia Workshop" series. Planned and produced by the Columbia Broadcasting System. Written and directed by William N. Robson and produced with a professional cast. Broadcast January 29, 1938, from 8:00 to 8:30 P.M. over Station WABC of New York City and the CBS Network.

e. For use in school by primary children (approximately Grades I-III).

No entries.

f. For use in school by elementary children (approximately Grades IV-VI).

FIRST AWARD. "Your Health." Broadcast of January 5, 1938. Planned and produced by the National Broadcasting Company and the American Medical Association. Written by Russell Edgely. Directed by Gordon Hughes and given by Dr. William H. Bauer and professional cast. Broadcast January 5, 1938, from 2:00 to 2:30 P.M. E.S.T. over Station WMAQ, Chicago, and the NBC Red Network.

HONORABLE MENTION. "The Frog and the Butterfly." From the series "Folk Tales of the Western World," of the American School of the Air. Planned and produced by the Columbia Broadcasting System. Written by L. J. Matischak, directed by Earle McGill and produced by professional cast. Broadcast March 10, 1938, from 2:45 to 3:00 P.M. over Station WABC, New York, and the CBS Network.

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

FIRST AWARD. "Propaganda." From "Exits and Entrances" series of the American School of the Air. Planned and produced by the Columbia Broad-

casting System. Written by Stuart Ayres, directed by Earle McGill and given by Shepard Stone and professional cast. Broadcast November 22, 1937, from 2:30 to 3:00 P.M. over Station WABC, New York, and the CBS Network.

HONORABLE MENTION. "Cathedral and Cloister." From the series, "Old World Backgrounds" of the American School of the Air. Planned and produced by the Columbia Broadcasting System. Written by Louis W. Curtis, directed by Earle McGill and given by Father Finn's Paulist Choristers; Broadcast November 23, 1937, from 2:30 to 3:00 P.M. over Station WABC, New York, and the CBS Network.

## FINAL REGISTRATION

## NINTH ANNUAL INSTITUTE FOR EDUCATION BY RADIO - 1938

NAME	ORGANIZATION	PERMANENT ADDRESS
Abbot, Waldo	University of Michigan	Ann Arbor, Michigan
Aikin, W. M.	Progressive Education Assn.	Ohio State University
Ainley, J.	University Broadcasting Council	230 N. Michigan, Chicago, Ill. 54 Garden Road, Columbus, O.
Aldridge, Wm. O.	National Broadcasting Co.	New York City
Angell, James R.	Board of Education	Columbus, Ohio
Appleman, H. M.	Ohio State University	Columbus, Ohio
Arps, George F.	Arsenal Technical Schools	Indianapolis, Indiana
Auble, Robert N.	Muskingum College	New Concord, Ohio
Bain, Mrs. J. Herbert	University Broadcasting Council	Chicago, Illinois
Barbour, Henry S.	Ohio Farm Bureau	Columbus, Ohio
Bath, Edwin J.	Syracuse University	Syracuse, New York
Bartlett, Kenneth	University of Chicago Press	Chicago, Illinois
Bean, Donald	Allied Radio Corporation	Chicago, Illinois
Beier, L. W.	Agricultural Extension College of Education	7000 E. End Ave., Chicago, Ill. 846 E. Broad St., Columbus, O.
Beier, Mrs. L. W.	Ohio Education Association	Court House, Zanesville, O.
Bell, Hermine	National Broadcasting Co.	Ohio State University
Bembower, William	Ohio State University	1951 Indianola Ave., Col., O.
Bennett, Raymond D.	National Broadcasting Co.	Columbus, Ohio
Bennett, Mrs. Raymond	U. S. Office of Education	1846 Arlington Ave., Col., O.
Berns, Karl H.	N. Y. State Education Dept.	New York City
Berns, Mrs. Karl H.	Clemson College	Columbus, Ohio
Beville, H. M., Jr.	Junior League of Canton, O.	New York City
Bibber, H. W.	Extension Service	Washington, D. C.
Bildersee, Pat	WPA State Staff	Laramie, Wyoming
Billington, R. V.	Board of Education	1489 Michigan Ave., Col., O.
Bills, Robert	Butler University	Albany, New York
Blair, Geraldine	Dept. of Psychology	Edon, Ohio
Bowen, Ward C.	Dept. of Education	Clemson, South Carolina
Boyd, Randolph	General Baking Company	1320 - 26th St., N.W., Canton, Ohio
Bradley, M. E.	Rochester Public Schools	Ohio State University
Broda, Margaret W.	United Broadcasting Co.	309 E. Dunedin Rd., Col., O.
Brownfield, W. W.	Federal Council of Churches	Cleveland, Ohio
Bryant, George R.	Bureau of Educational Research	Indianapolis, Indiana
Buckley, H. M.		Ohio State University
Burdin, Gray		Columbus, Ohio
Burtt, Harold E.		400 E. 59th St., c/o Gil- bert, New York City
Cahoon, G. P.		Rochester, New York
Cappell, George T.		1311 Terminal Tower, Cleve- land, Ohio
Cappell, Richard		297 Fourth Ave., New York City
Carpenter, Harry A.		Ohio State University
Carpenter, H. K.		
Cavert, Inez M.		
Charters, W. W.		

Name	Organization	Permanent Address
Charters, Mrs. W. W.		1927 Indianola Ave., Col., O.
Closs, H. F.	Ohio Wesleyan University	Delaware, Ohio
Coleman, Robert J.	Station WKAR	East Lansing, Michigan
Comfort, Dorothea	Mackenzie High School	Detroit, Michigan
Cowan, Mrs. W. S.	Children's Hospital	1505 Franklin Park, S., Columbus, Ohio
Crane, A. G.	Committee on Education by Radio	Laramie, Wyoming
Crews, A. R.	Northwestern University	Evanston, Illinois
Cummings, James E.	National Catholic Welfare Conference, Dept. of Edu.	1312 Massachusetts Ave., N.W. Washington, D. C.
Dale, Edgar	Bureau of Educational Research	Ohio State University
Dammon, Clarence E.	Purdue University	Lafayette, Indiana
Darrow, B. H.	Station WBEN	Buffalo, New York
Daubenspeck, Eloise	Columbia Broadcasting System	New York City
Dawes, Robert Gates	Ohio University	Athens, Ohio
Dearborn, Ned H.	New York University	New York City
Devendorf, Lois		133 Center St., Forty Fort, Pennsylvania
Diemer, Mary Kay	Extension Service	Wellsville, West Virginia
Dodds, Lloyd B.	Ohio State University	Columbus, Ohio
Drips, W. E.	National Broadcasting Co.	Chicago, Illinois
Drucker, Mary J.	National Youth Administra- tion	8 Chestnut St., Columbus, O.
Dunham, Franklin	National Broadcasting Co.	New York City
Eastey, Jane Ellen		837 St. Louis Ave., Zanes- ville, Ohio
Edwards, Alva	South High School	Columbus, Ohio
Ehrensberger, Ray	University of Maryland	College Park, Maryland
Elliott, Geraldine	Station WJR	Detroit, Michigan
Engel, Harold A.	State Station WHA	Madison, Wisconsin
Erickson, Annie M.		Spearfish, South Dakota
Evans, S. Howard	National Committee on Edu- cation by Radio	1 Madison Ave., New York City
Everson, C. M.	Station WHKC	Columbus, Ohio
Ewbank, H. L.	University of Wisconsin	Madison, Wisconsin
Ewing, Mrs. E. E.	American School	Rivadavia 6100, Buenos Aires, Argentina
Ewing, W. H.	Muskingum College	New Concord, Ohio
Farley, Belmont	National Education Assn.	1201 - 16th St., N.W., Washington, D. C.
Fashbaugh, Robert		Delta, Ohio
Fawcett, Dorothy E.	Junior League of Canton, Ohio	Canton, Ohio
Felber, Marguerite Bair	Agricultural Extension Service	353 West 57th St., N.Y.C.
Ferris, G. E.	Akron Public Schools	Ohio State University
Finney, Mary H.		Akron, Ohio
Fisher, Katherine		637 Washington Road, Grosse Pointe, Michigan
Fisher, Sterling	Columbia Broadcasting System	New York City

Name	Organization	Permanent Address
Fleming, Marguerite		244 S. Monroe Ave., Col., O.
Florence, Mrs. George		43 Jefferson Ave., Col., O.
French, Josephine		Akron, Ohio
French, Robert S.	Board of Education	Columbus, Ohio
Fuller, Frederick	Station WHKC	Madison, Wisconsin
Frutchey, Fred P.	Station WHA	U. S. Dept. of Agriculture, Washington, D. C.
	Extension Service	295 Grove Ave., Highland Park, Michigan
Garrison, Garnet R.	Wayne University	15 Fourteenth Ave., Col., O.
Gates, Loren		Ohio State University
Gates, R. W.	Miami University	2603 Bellevue Ave., Cin- cinnati, Ohio
Gibbony, Hazel L.	Bureau of Educational Research	597 Josephine, Detroit, Mich.
Golden, Virginia	Station WCKY	318 Cypress Ave., Col., O.
Goldstein, Harry	Wayne University	Madison, Wisconsin
Gordon, Mrs. William	Study Group, Avondale	Biltmore Hotel, Dayton, Ohio
Gotham, Raymond E.	University of Wisconsin	409 Frederick Bldg., Cleve- land, Ohio
Gowdy, Martha	Junior League Director	Ames, Iowa
Green, Helen H.	National W.C.T.U.	1144 Lawrence, Detroit, Mich.
Griffith, W. I.	Station WOI	244 S. Monroe, Columbus, O.
Gringle, Agnes M.	Cooley High School	1205 Madison Ave., Col., O.
Grove, Elsie	South High School	86 Lakeview, E., Col., O.
Hallack, Sanford		Madison, Wisconsin
Hammerschmidt, A.L.	Station WHA	310 W. 90th St., N.Y.C.
Harley, William G.	Progressive Education Assn.	Iowa City, Iowa
Harrison, Margaret	State University of Iowa	Ohio State University
Harshbarger, H. Clay	Agricultural Extension Service	1635 Standard Bldg., Cleve- land, Ohio
Harshfield, H. W.	Master Reporting Company	Akron, Ohio
Hatton, Edith M.		49 W. 49th St., N.Y.C.
Hatton, O. C.	Akron Public Schools	East Lansing, Michigan
Havighurst, Robert J.	General Education Board	11432 Mayfield Road, Cleveland, Ohio
Hayworth, Donald	Michigan State College	Kent, Ohio
Head, Myrtle	Cleveland Board of Edu- cation	242 King Ave., Columbus, O.
Heer, A. L.	Kent University	Ohio State University
Hegler, Robert		Ohio State University
Heil, Louis	Bureau of Educational Research	Madison, Wisconsin
Heimlich, W. F.	Station WOSU	3220 Connecticut Avenue, Washington, D. C.
Hellfritsch, Alvin G.	University of Wisconsin	Columbus, Ohio
Hemphill, Josephine	U. S. Dept. of Agriculture	Garrettsville, Ohio
Hendrix, W. S.	Ohio State University	164 Russell Ave., Akron, O.
Herman, Philip Jay		Ohio State University
Herrington, Richard		396 W. Huron St., Pontiac, Michigan
Higgy, R. C.	Station WOSU	Bowling Green, Ohio
Hiller, Ola B.	Pontiac Public Schools	
Hissong, Clyde	Bowling Green State Uni- versity	

Name	Organization	Permanent Address
Holmgren, Rod	University Broadcasting Council	Lunt Administration Bldg., Evanston, Illinois
Holy, T. C.	Bureau of Educational Research	Ohio State University 4237 N. Pauline Street, Chicago, Illinois
Hoskins, Luella	Board of Education	Layall, Kentucky
Howard, Charlotte	University of Wisconsin	Madison, Wisconsin
Hubbell, E. Gordon	University of Southern California	Los Angeles, California
Huddleston, Richard E.	Ohio Wesleyan University	Delaware, Ohio
Hunter, R. C.	East Cleveland Council P.T.A.	1840 Stanwood Rd., East Cleveland, Ohio
Inman, Mrs. James R.	U. S. Office of Education	Powell, Ohio
Jackson, Helen	Avondale P.T.A.	Washington, D. C.
Jager, Harry A.	Avondale P.T.A.	253 Dakota Ave., Columbus, O.
Johnson, Marcella	Bureau of Educational Research	38 Cypress Ave., Columbus, O.
Johnston, Mrs. Dale	Soil Conservation Service	Ohio State University
Jones, Carleton C.	Ohio State University Alumni Board	Dayton, Ohio
Jones, Ewing	Ohio University Radio Service, U.S. Dept. of Agriculture	Ohio State University
Jones, Frances E.	Columbia Broadcasting System	49 Stimson Ave., Athens, O.
Jukes, Vincent	Progressive Education Assn.	Washington, D. C.
Kadderly, Wallace L.	State Dept. of Education	Arlington, Virginia
Kadderly, Mrs. Wallace	Board of Education	9 Garden Place, Brooklyn, New York
Kaltenborn, H. V.	National Geographic Society	Wooster, Ohio
Keister, Howard W.	Station WSM	New York City
Keliher, Alice V.	Ashland College	Columbus, Ohio
Keller, Edith M.		228 N. Lasalle Street, Chicago, Illinois
Kent, Harold W.		Washington, D. C.
Kerbey, McFall		Nashville, Tennessee
Kirby, E. M.		Box 363, Ashland, Ohio
Kirkland, Amelia		South Fayette St., Washington, C.H., Ohio
Kisling, Adrian B.		99 Gregory Hill Road, Rochester, New York
Knope, Mrs. Franklin A.	American Association of University Women	1601 - 21st St., N.W., Washington, D. C.
Koon, Cline M.		309 N. Capital St., Iowa City, Iowa
Kyvig, Edward	State University of Iowa	2050 Parkside Blvd., Toledo, Ohio
La Cost, Mrs. C. Tracy	Ohio Congress of Parents and Teachers	2441 E. Overlook Road, Cleveland Heights, Ohio
Lamm, Jerome		
Lang, C. C.	Agricultural Extension Service	Ohio State University
La Prade, Ernest	National Broadcasting Co.	New York City
Lardie, Kathleen N.	Detroit Public Schools	9345 Lawton Ave., Detroit, Michigan
Lawton, Sherman P.	Stephens College	Columbia, Missouri

Name	Organization	Permanent Address
Lazarsfeld, Paul F.	Princeton Radio Research Project	801 Westend Ave., Princeton, New Jersey
Leake, H. H.	Station WNAD	Norman, Oklahoma
Leeder, Joseph A.	Ohio State University	Columbus, Ohio
Legge, Wilda K.		Monnett Hall, Delaware, Ohio
Levenson, W. B.	Cleveland Schools	3535 E. 116th St., Cleveland, Ohio
Lowdermilk, R. R.	Bureau of Educational Research	Ohio State University
Lundquist, Harold L.	Station WMBI	153 Institute Place, Chicago, Illinois
McCarty, Harold B.	Station WHA	Madison, Wisconsin
McClain, Louise	Extension Service	P.O. Box 1167, Steubenville, Ohio
McClintock, J. E.	Ohio State University	Columbus, Ohio
McCutchen, S. P.	Progressive Education Assn.	Ohio State University
McGarvey, G. A.	U. S. Office of Education	Washington, D. C.
McGuire, Esther L.	Muskingum College	New Concord, Ohio
McKnight, Corinne	Muskingum College	New Concord, Ohio
McLean, Irene A.	Arsenal Technical High School	2163 N. New Jersey, Indianapolis, Indiana
McNeill, Mrs. George A.	American Association of University Women	193 Elmdorf Avenue, Rochester, New York
Maddy, J. E.	University of Michigan	Ann Arbor, Michigan
Madsen, Mrs. Esther M.	Ohio W.C.T.U.	3288 Kildare Road, Cleveland Heights, Ohio
Mangner, Ted	University of Illinois	501 E. University Ave., Champaign, Illinois
Markham, G. Emerson	General Electric Company	Schenectady, New York
Markham, Mrs. G. Emerson		Schenectady, New York
Marsh, Dorcas	Home Demonstration Agent	434 Lincoln Ave., Cadiz, O.
Marshall, John	Rockefeller Foundation	49 W. 49th St., N.Y.C.
Martin, Mrs. Charles	Station KWK	400 Algonquin Place, Webster Groves, Missouri
Mathews, L. H.	Wisconsin Project School Broadcasting	Madison, Wisconsin
Maupin, Merle	Muskingum College	New Concord, Ohio
May, Earle C.	Research Project, University of Wisconsin	740 Langdon St., Madison, Wisconsin
Melvin, Mrs. Edna	Columbus Public Schools	713 Franklin Ave., Col., O.
Melvin, John H.		713 Franklin Ave., Col., O.
Menzer, Carl	Station WSUI, State University of Iowa	Iowa City, Iowa
Miles, J. Robert	Bureau of Educational Research	Ohio State University
Miller, Allen	University Broadcasting Council	230 N. Michigan Ave., Chicago, Illinois
Miller, John W.	Ohio State University	240 S. Hague, Columbus, O.
Mitchell, Mrs. D. T.	Parent-Teacher Assn.	1460 Republic Ave., Col., O.
Molden, Marjorie		204 N. Collett, Lima, Ohio
Moorhead, Richard H.	Extension Service, Rutgers University	220 W. 10th Ave., Col., O.
Moreland, Wallace S.	Indiana State Teachers College	New Brunswick, New Jersey
Morgan, Clarence M.		Terre Haute, Indiana

Name	Organization	Permanent Address
Muskat, Caroline J.		Marietta, Ohio
Naddy, Bertha		461 N. Broadway, Col., O.
Nelson, Frank H.		17603 Franklin Blvd., Lake- wood, Ohio
Newton, Charles	University of Chicago	Chicago, Illinois
Nisonger, H. W.	College of Education	Ohio State University
Norris, Emory		Grove City, Ohio
Norvelle, Lee	Indiana University	Bloomington, Indiana
Nuckles, Rolla	University of Kansas	Lawrence, Kansas
Oerlein, Karl F.	State Teachers College	Indians, Pennsylvania
Ogan, R. W.	Muskingum College	New Concord, Ohio
Olds, Jane		Conneaut, Ohio
Olmstead, John G.	WPA in Ohio	337 S. High St., Columbus, O.
Orndorff, Bernice	National Council Teachers of English	State Teachers College, Indiana, Pennsylvania
O'Steen, Alton	Bureau of Educational Research	Ohio State University
Otis, Lehman	The Columbus Citizen	Columbus, Ohio
Parker, Lester W.	Research Project in School Broadcasting	
Patterson, Mae	Norwester Woman's Club	Madison, Wisconsin
Pettegrew, C. W.	Station WOSU	1628 Andover Road, Col., O.
Pfandt, Jan E.	Federal Radio Workshop	Ohio State University
Phillips, Elmer S.	Cornell University	5743 Kenneth Ave., Cincin- nati, Ohio
Phillips, Mary		966 E. State St., Ithaca, New York
Pooley, Robert C.	Music Department	Ohio State University
Pore, O. E.	University of Wisconsin	Madison, Wisconsin
Radkey, Arthur A.	State Dept. of Education	Columbus, Ohio
	Station WLW	146 W. McMillan, Cincinnati, Ohio
Ralls, M. Margariete	Institute for Education by Radio	Ohio State University
Ramseyer, Lloyd L.	Bureau of Educational Research	Ohio State University
Rankin, Paul T.	Detroit Public Schools	Detroit, Michigan
Reed, Harold C.		R.R. 2, Richwood, Ohio
Reed, Paul C.	Rochester School of the Air	13 S. Fitzhugh St., Roch- ester, New York
Reed, Mrs. Paul C.		Rochester, New York
Reeder, Ward G.		Columbus, Ohio
Reeve, Arthur D., Jr.	Ohio State University	8 W. 40th St., New York City
Reeves, Jerome R.	National Peace Conference	Columbus, Ohio
Rendle, James	Station WBNS	Delaware, Ohio
Replogh, L. K.	Ohio Wesleyan University	270 E. State St., Col., O.
Reynolds, William A.	Columbus Public Schools	1479 Inglis Ave., Col., O.
Ries, Joseph		Cincinnati, Ohio
Riley, Donald W.	Station WLW	Ohio State University
Rinear, Mrs. L. C.	Speech Department	289 Dakota Ave., Columbus, O.
Rishworth, Thomas D.	Avondale PTA	St. Paul, Minnesota
Robinson, Francis	Station KSTP	Nashville, Tennessee
Robson, William N.	Station WSM	
	Columbia Broadcasting System	New York City
Roleing, Margaret	Columbus Public Schools	1055 Ridge St., Columbus, O.

Name	Organization	Permanent Address
Roller, Larry	Stations WHK, WCLE	Cleveland, Ohio
Rook, Margaret	Akron Board of Education	250 Crescent Dr., Akron, O.
Rosenblum, Earle E.		2360 Putnam St., Toledo, O.
Ross, Anthony	Station WKBN	80 Sixth St., Campbell, O.
Rowell, E. J.	U. S. Dept. of Agriculture	Washington, D. C.
Runyeon, Mrs. Kay		182 Aldrich Rd., Columbus, O.
Saerchinger, Cesar	American Historical Assn.	15 Central Park, W., N.Y.C.
Sanders, Frank P.	Radio Committee	
	Oglebay Institute	
Sankey, Mrs. Anna McClain	Webster College	Oglebay Park, Wheeling, West Virginia
Schmidt, J. P.	Agricultural Extension Service	412 N. Union Blvd., St. Louis, Missouri
Schnopp, Walter C.	Extension Service, West Virginia University	Ohio State University
Schneidewind, Henry	Wayne University	Morgantown, West Virginia
Schooley, Frank E.	University of Illinois	1044 Casgrain, Detroit, Mich.
Schreiber, J. V.		Urbana, Illinois
Schwartz, Mrs. Lavina S.	Station WBM	3308 W. 110th St., Cleveland, Ohio
Seebach, Julius F.	Station WOR	5135 Woodlawn Ave., Chicago, Illinois
Sharp, Fern	Station WBNS	1440 Broadway, New York City
Sheffield, Virginia	National Committee on Education by Radio	42 East Gay St., Columbus, O.
Shield, Robert		New York City
Shields, Evelyn	Junior League	2700 Broadway Ave., Pitts- burgh, Pennsylvania
Shultz, C. L.		200 Haver Rd., Dayton, Ohio
Skarry, Patricia	Allied Radio Corporation	162 W. Main St., Alexandria, Ohio
Smith, Burton M. L.	Research Project in School Broadcasting	6849 Cornell, Chicago, Ill.
Smith, Gretchen	Ft. Wayne School of the Air	
Smith, Harley	Louisiana State University	
Smith, Mrs. William L.	Columbus League for Hard of Hearing	
Spaeth, Mrs. Dorothy	Avondale P.T.A.	
Sprang, Ralph H.		
Sprott, Elise I.	British Broadcasting Corp.	
Stanton, Frank N.	Columbia Broadcasting System	
Stauffer, Edwin S.	South High School	
Stauffer, Harriett		
Stenius, Arthur	Western High of Detroit	
Stephenson, Geneva		
Sterns, Gladys		
Stewart, C. S.	Arsenal Technical Schools	
Stewart, Irvin	Committee on Scientific Aids to Learning	
Stewart, Sid		
Strawn, Eileen		

Name	Organization	Permanent Address
Stricklin, C. A.	Extension Division	Wheeling, West Virginia
Sulzer, Elmer G.	University of Kentucky	Lexington, Kentucky
Summers, H. B.	Kansas State College	Manhattan, Kansas
Swanson, Martha Anne		Boston, Massachusetts
Telford, Frank	Detroit Board of Education	3206 Blaine Ave., Detroit, Michigan
Turner, Robert M.		West 4th St. Road, Mansfield, Ohio
Tuttle, Warren W.	Division of Public Assistance	State Office Building, Columbus, Ohio
Tyler, I. Keith	Institute for Education by Radio	Ohio State University
Tyler, Margaret Carey		1810 Devon Rd., Columbus, O.
Tyler, R. W.		
Tyler, Tracy F.	Bureau of Educational Research	Ohio State University
Van Deman, Ruth	University of Minnesota	319 W. 89th St., N.Y.C.
Van Hoesen, Eleanor	Bureau of Home Economics	U. S. Dept. of Agriculture, Washington, D. C.
Vavrek, Agnes		Delaware, Ohio
Virtue, R. S.		3324 E. 49th Street, Cleveland
Vorpe, John T.	Extension Dept., West Virginia University	Moundsville, West Virginia
Waggoner, Margaret	Stations WHK-WCLE	Cleveland, Ohio
Wagstaff, Kenneth G.	State Dept. of Education	1465 Loretta Ave., Col., O.
Wahl, Rhea	Station WOSU	2421 N. High St., Col., O.
	University of Rochester	475 Rockingham St., Rochester, New York
Waller, Judith C.	National Broadcasting Co.	Merchandise Mart, Chicago, Illinois
Walton, A. Ballard		Lakewood, Ohio
Warren, Mrs. R. L.		66 S. Dakota Ave., Col., O.
Waters, S. A.	Avondale P.T.A.	312 W. 9th Ave., Columbus, O.
Watson, H. W.		82 W. 10th Ave., Columbus, O.
Watson, June W.		82 W. 10th Ave., Columbus, O.
Wellis, Emmett R.		54 - 13th Ave., Columbus, O.
Westerkamp, Richard F.		235 W. 10th Ave., Col., O.
Wetzel, H. E.		198 E. Hudson St., Col., O.
Wheatley, Parker	University Broadcasting Council	230 N. Michigan Ave., Chicago, Illinois
Wheeler, Carleton A.	Station WLXAL	108 Packard Ave., Tufts College, Massachusetts
Wheeler, Marjorie		318 E. 17th Ave., Col., O.
White, Holman		135 E. Mt. Airy Ave., Philadelphia, Pa.
White, John M.	Philadelphia Public School	Indianapolis, Indiana
Whitney, Eleanor		St. Clairsville, Ohio
Whitsey, Edna Alice		
Whittinghill, Walter	Arsenal Technical Schools	Cleveland, Ohio
	Home Demonstration Agent	9345 Lawton Ave., Detroit, Michigan
	Cleveland Board of Education	
	Dept. of Visual and Auditory Education	
	Bureau of Educational Research	Ohio State University
Wiebe, G. D.		640 Oxford, Ann Arbor, Mich.
Wiesner, Jerome	University of Michigan	

Name	Organization	Permanent Address
Wiles, Kimball	Bureau of Educational Research	Ohio State University
Williams, Byron B.	Station WOSU	Ohio State University
Williams, Gilbert D.	Station WBAA	N. Salisbury Street Road, Lafayette, Indiana
Wilson, A. F.	Extension Division, University of West Virginia	Moundsville, West Virginia
Wilson, J. Watson	Muskingum College	New Concord, Ohio
Wilson, M. E.	Ohio State University	Station B, Box 2, Col., O. 1487 Pennsylvania Ave., Columbus, Ohio
Wilson, W. Gail		Worthington, Ohio 1740 Arlington Ave., Col., O.
Wing, Mrs. George		
Woelfel, Florence C.		
Woelfel, Norman		
Woodbridge, Paul Cook	Bureau of Educational Research	Ohio State University
Wright, G. Harry	Radio Guide Magazine	405 W. 23rd St., N.Y.C.
Wrightstone, J. Wayne	Kent State University	Kent, Ohio
Young, Blanche	Bureau of Educational Research	Ohio State University
	Indianapolis Public Schools	150 N. Meridian, Indianapolis, Indiana
Zeckiel, A. N.	Progressive Education Assn.	Ohio State University
Zeigler, Grace M.		445½ E. Creighton, Ft. Wayne, Indiana
Zeigler, Verda Mae	H.H. School	445½ E. Creighton, Ft. Wayne, Indiana
Zimmerman, H. William		1412 N. High St., Col., O.
Zimpfer, B. G.		1553 Maber Rd., Columbus, O.
Zook, George F.	American Council on Education	4500 Klingle St., N.W., Washington, D. C.

Summary by Organizations:	Colleges and Universities	119
	Students	46
	Public Schools	31
	PTA	8
	Commercial Stations	37
	Organizations	66
	Miscellaneous	30
		<u>337</u>

Summary by States:  
24 states and District of Columbia  
2 foreign countries

N I N T H  
I N S T I T U T E   F O R   E D U C A T I O N   B Y   R A D I O  
(Registration Monday Morning, May 2, 1938)

Ainley, J. T. - Univ. Broadcasting Co.- 230 N. Mich.	Deshler
Aldridge, Wm. O. - Free Lance Writer and Producer, 54 Garden Road, Cols.	
Aikin, W. M. - O. S. U., Columbus, Ohio	
Barbour, Henry S. - Univ. Broadcasting Council, Chicago, Ill.	Deshler
Bartlett, Kenneth - Syracuse Univ. Radio Workshop	Deshler
Budersee, Pat - Nat'l Brdstng. Co. 285 Lincoln Place, Brooklyn	Deshler
Beier, L. W. - Allied Radio Corp. 833 W. Jackson Boul., Chicago, 163 E. Norwiche	
Bell, Hermine - W.O.S.U., 846 E. Broad St., Columbus	
Beville, H. N. Jr. - National Broadcasting Co., Radio City, N.Y.	Deshler
Bibber, H. W. - Ohio State University, Columbus	
Blair, Geraldine - Student, 1489 Michigan Ave., Columbus	
Bradley, M. E. - Clemson College, Clemson, S. C.	Deshler
Brownfield, W. W. - Extension Dept., Townshend Hall, O.S.U.	
Buckley, H. M. - Bd. of Education, Cleveland, Ohio	Neil House
Burdin, Gray - Butler Univ., Indianapolis, Ind.	Deshler
Burtt, Harold E. - Dept. Psychology, O.S.U.	
Beier, Mrs. L. W. - Allied Radio, 7000 East End. Ave., Chicago, 163 E. Norwiche	
Cavat, Miss Inez M. - Federal Council of Churches	Deshler
Carpenter, Harry A. - School of the Air, 501 Genesee St. Rochester, Deshler	
Charters, W. W. - Ohio State University	
Comfort, Dorothea - Detroit Public Schools	407 King Ave.
Crews, A. R. - Northwestern Univ. School of Speech, Evanston	Deshler
Cummings, James E. - Nat'l Catholic Welfare Conference Dept. of	
Education, 1312 Massachusetts Ave., Wash. D. C.	Deshler
Dale, Edgar - Ohio State University	
Dammon, Clarence E. - Radio Committee, Purdue Univ., Lafayette	Deshler
Darrow, B. H. - W B F N, Statton Hotel	1314 W. 3rd Ave.
Dawes, Robert Gates - School of Dramatic Art, Ohio Univ., Athens	
Dunham, Franklin - Nat'l Broadcasting Co., New York	Deshler
Ehrenberger, Ray - Univ. of Maryland	Deshler
Elliott, Geraldine - W J R, Detroit, Fisher Bldg.	Deshler
Engel, Harold A. - State Station W H A, Madison, Wis.	Deshler
Evans, S. Howard - Nat'l Comm. on Ed. by Radio, 1 Madison Ave. N.Y.	Deshler
Ewbank, H. L. - Univ. of Wisconsin, Madison	Deshler
Ewing, W. H. - Muskingum College, New Concord, Ohio	Mt. Sterling
Belmont, Farley - NEA (Nat'l Education Association) Washington D. C.	Deshler
Fahbaugh, Robert - Student, Delta, Ohio	130 E. Woodruff Ave.
French, Robert S. - Station WHKC, 22 E. Gay St., Columbus.	
Frutchey, Fred P. - Extension Service, U. S. Dept. Agriculture, 422 E. Lane	
Gates, R. W. - Ohio State University	15 - 14th Av.
Gibbony, Hazel L. - Bureau of Educational Research	
Gotham, Raymond E. - Univ. of Wis., 121 Bascom Hall, Madison	
Griffith, W. I. - W O I, Iowa State College, Ames, Iowa	Y.M.C.A.
Gringle, Agnes M. - Cooley High School, Detroit	Deshler
Harley, William G. - WHA, Wisconsin State Station	Deshler
Harrison, Margaret - Progressive Education Assoc. New York City	Deshler
Harshbarger, H. Clay - State Univ. of Iowa, Iowa City	Neil House

Harshfield, H. W. - Agricultural Extension Service, O.S.U.		
Havighurst, Robert J. - General Education Board, 49 W. 29th St.	New York City	Deshler
Head, Myrtle - Radio Music, Cleveland Bd. of Ed.		Deshler
Heer, A. L. - Kent State University, Kent, Ohio		Chittenden
Heil, Louis - Bur. of Education Research, O.S.U.		
Heinlich, W. F. - W O S U - Ohio State University		
Hellfritzsch, Alvin G. - Univ. of Wisconsin		Y.M.C.A.
Higgy, R. C. - Ohio State University		
Hiller, Miss Ola B. - Pontiac Public Schools, Michigan		Deshler
Hissong, Clyde - Dean College of Education, Bowling Green State Univ.		
Holmgren, Rob. - Univ. Broadcasting Council, Evanston, Ill.		Deshler
Hoskins, Luella - Radio Council Bd. of Ed., Chicago - 2287 Neil Avenue		
Hubbel, E. Gordon - Research Project in School Broadcasting,	Univ. of Wisconsin, Madison	Ft. Hayes
Huddleston, Richard E. - Univ. of Southern California, Los Angeles	Deshler	
Jager, Harry A. - Office of Education, Washington D.C.		Deshler
Jones, Carleton C. - Bu. of Ed. Res., O.S.U., 70 W. Tulane Rd. Columbus		
Jukes, Vincent - Ohio University, 49 Stinson Ave. Athens, O.		
Keister, Howard W. - Grad. Student, O.S.U.	70 E. 15th Ave.	
Kent, Harold W. - Bd. of Education, 228 N. LaSalle St., Chicago		Deshler
Kerbey, McFall - Nat'l Geographic Society, Washington D.C.		Deshler
Kirby, E. M. - W S M, Nashville, Tenn.		Deshler
Kisling, Adrian B. - Student, 1641 Indianola Ave., Columbus		
Knope, Mrs. Franklin A. - Am. Assoc. Univ. Women, Rochester, N.Y.	577 E. North Broadway	
Koon, Cline M. - 1601 21st St. N.W., Washington, D.C.		Neil House
Kyvie, Edward - State University of Iowa, Iowa City		Neil House
Lang, C. C. - 4-H, Townsend Hall, O.S.U.		
LaPrade, Ernest - Nat'l Broadcasting Co. New York City	2530 Park Mill Road - LA.8591, % R. R. Vance	
Lardie, Kathleen N. - Detroit Public Schools		Deshler
Lawton, Sherman P. - Stephens College, Columbia, Mo.		Deshler
Lazanfeld, Paul F. - Princeton Radio Research Project		Deshler
Leake, H. H. - W N N A D, Faculty Exchange, Norman, Okla.	1864 Summit St.	
Lowdermilk, R. R. - Bureau of Ed. Res., O.S.U., 163 E. Norwich Ave.		
Lundquist, Harold L. - W M B I, Chicago		
McCarty, Harold B. - W H A, Wisconsin State Station		Deshler
McClain, Louise - Extension Service, Steubenville, Ohio		
McCutchen, S. P. - Prog. Educ. Assn., Ohio State		
McNeill, Mrs. Geo. A. - A. A. U. W. Rochester Branch	577 E. N. Broadway	
Mangner, Ted. - College of Agr., Univ. of Illinois, Champaign		Deshler
Markham, G. Emerson - General Electric Co., Schenectady, N.Y.		Fort Hayes
Markham, Mrs. G. Emerson		
Marshall, John - Rockefeller Foundation, N.Y. City		Deshler
Martin, Eleanor Hall - K W K, Saint Louis, Missouri		Neil House
Mathews, L. H. - Wisconsin Project School Broadcasting		Y.M.C.A.
May, Earle C. - Research Proj., Univ. of Wisconsin		Y.M.C.A.
Melvin, John H. - 713 Franklin Ave., Columbus		
Menzer, Carl - Station W S U I, State Univ. of Iowa		Deshler
Miles, J. Robert - Bureau of Ed. Research, O.S.U.		
Miller, Allen - Univ. Broadcasting Council, Chicago.		Deshler
Miller, John W. - Ohio State University, 240 S. Hague Ave., Columbus		

Mitchell, Mrs. D. T. - Parent Teacher Assn.	1460 Republic Ave. Columbus	
Moreland, Wallace S. - Extension Service, Rutgers Univ.	Deshler	
Morgan, Clarence M. - Indiana State Teachers College	99 N. Huron Ave.	
Nelson, Frank H. - Church	17603 Franklin Bl., Lakewood Av.	Y.M.C.A.
Nisonger, H. W. - O.S.U. College of Education		
Norris, Emory - Student, O.S.U.		
Oerlein, Karl F. - State Teachers College, Indiana Pa.	Chittenden	
Ol'mstead, John - WPA in Ohio, District # 6, 337 S. High St., Columbus		
Orndorff, Bernice - Nat'l Council Teachers of English, Indiana, Pa.	Neil H.	
Otis, Lehman - The Columbus Citizen		
Parker, Lester - Research Project in School Broadcasting,		
	Madison, Wisconsin	Fort Hayes
Pettegrew, C. W. - W O S U, Columbus		
Phillips, Elmer S. - Cornell Univ., Ithaca N.Y.	Deshler	
Phillips, Mary - Ofifice Dean of Women, O.S.U.		
Pooley, Robert C. - Univ. of Wisconsin, Madison, Wis.	Deshler	
Pore, O. E. - State Dept. of Education, Columbus		
Radkey, Arthur A. - W L W - 146 W. McMillan, Cincinnati	Fort Hayes	
Ramseyer, Lloyd L. - Bureau of Ed. Research, O.S.U.		
Rankin, Paul T. - District Public Schools, Detroit, Mich	Deshler	
Reed, Paul C. - Rochester School of the Air	1810 Devon Road	
Ries, Joseph - W L W - W S A I, Education Dept.	Deshler	
Robinson, Francis - Radio Station W S M, Nashville Tenn.	Deshler	
Roller, Larry - W H K - W C L E	Fort Hayes	
Ross, Anthony - W K B N - 80 6th St., Campbell, Ohio	46 Chittenden	
Runyeon, Mrs. Key - 182 Aldrich Road, Columbus		
Rushworth, Thomas D. - K S T P, St. Paul, Minn.	Deshler	
Sanchinger, Cesar - Amer. Hist. Ass'n Radio Comm.	Deshler	
Schooley, Frank E. - Univ. of Illinois, Urbana, Ill.	Deshler	
Schreiber, J. V. - Grad. Ed., 3308 W. 110th St., Cleveland		
Seebach, Julius F. Jr. - Radio Station W C O R, N.Y. City	Deshler	
Sheffield, Virginia - Nat'l Comm. on Ed. by Radio, 1 Madison Ave. N.Y.C.		
Shield, Robert - W O S U, - 247 18th Avenue, Columbus		
Shultz, C. L. - Minister, 162 N. Main St., Alexandria, Ohio		
Schwartz, Mrs. Lavinia - W B B M, Columbia Broadcasting System	Deshler	
Skarry, Patricia - Allied Radio, Chicago, Ill.	165 E. Norwich Ave.	
Smith, Burton M. L. - Research Project in School Broadcasting		
	W H A , Madison, Wis.	Y.M.C.A.
Smith, Harley - Louisiana State Univ., Baton Rouge, La.	Chittenden	
Smith, Mrs. William L. - Columbus League for Hard of Hearing		
Sprang, Ralph H. - Student, 69 - 14th Avenue, Columbus		
Stanton, Frank N. - C B S, 485 Madison Ave.	Deshler	
Stephenson, Geneva - 242 - 13th Avenue, Columbus		
Stevins, Arthur - Western High of Detroit, Michigan		
	18 Griswold St., Delaware, O.	
Stewart, Irvin - Comm. on Scientific Aids to Learning		
	41 E. 42nd St., New York City	Deshler
Summers, H. B. - Kansas State College, Manhattan, Kans.	Deshler	
Tuttle, Warren W. - Div. of Public Assistance, State Office Bldg, Cols.		
Tyler, I. Keith - Institute for Ed. by Radio, O.S.U., Columbus, O.		
Tyler, R. W. - Bureau of Ed. Research, O.S.U.		
Tyler, Tracy F. - Univ. of Minnesota	1810 Devon Road	
Vorpe, John T. - Stations W H K - W C L E	Fort Hayes	

Wahl, Rhea - Univ. of Rochester	Deshler
Waller, Judith C. - Nat'l Broadcasting Co. Merchandise Mart	Deshler
Wetzel, H. E. - O.S.U.	
Wheatley, Parker - Univ. Broadcasting Council, Chicago	Deshler
Wheeler, Prof. Carleton A. - W 7 X A L (World Wide Broadcasting Foundation) and Tufts College, Boston, Mass. 1773 King Ave.	
White, Holman - Phila. Public Schools, Philadelphia	Neill House
Whitney, Eleanor - H. D. A., St. Clairsville, Ohio, 211 N. State, Westerville	
Whitney, Edna Alice - Radio Music, Cleveland Bd. of Ed.	
Whittinghill, Walter W. - Dept. Vis. Auditory Educ., Detroit	Deshler
Wiebe, G. D. - O.S.U. Bur. of Ed. Research	
Wiles, Kimball - O.S.U. Bur. of Ed. Research	
Williams, Byron - W O S U. Ohio State University	
Williams, Gilbert D. - Program Director W B A A, Purdue Univ.	Deshler
Wilson, J. Watson - Muskingum College, New Concord, Ohio 314 W. King Av.	
Wilson, M. E. - Ohio State University, 594 Overbrook Drive, Columbus	
Woelfel, Florence - 1740 Arlington Ave., Columbus	
Woelfel, Norman - Evaluation of School Broadcasts, O.S.U.	
Woodbridge, Paul Cook - Radio Guide Magazine, Educ. Editor	
405 W. 23 st., N.Y.C.	Beta Theta Pi Fraternity House
Wright, G. Harry - Kent State Univ., Kent, Ohio	Chittenden
Wrightstone, J. W. - Radio Div. Bureau of Ed. Res., O.S.U.	
Young, Blanche - Indianapolis Public Schools	Deshler
Ziegler, Grace M. - 445½ E. Creighton, Ft. Wayne, Indiana	
Zeckiel, A. N. - P. E. A. Commission, 120 Ed. Bldg. O.S.U.	
Zeigler, Verda Mae - H. H. School, Fort Wayne, Ind.	Deshler

FINAL ANNOUNCEMENT OF THE THIRD  
AMERICAN EXHIBITION OF  
RECORDINGS OF EDUCATIONAL  
RADIO PROGRAMS

SPONSORED BY THE TENTH INSTITUTE  
FOR EDUCATION BY RADIO TO BE HELD  
MAY 1, 2, 3, 1939. ENTRIES CLOSE ON  
MARCH FIFTEENTH . . . . .

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OHIO STATE UNIVERSITY

COLUMBUS, OHIO

## PURPOSE OF EXHIBITION

The purpose of this exhibition is to further the broadcasting of valuable educational programs by calling attention to the most meritorious ones of each type.

## EXHIBITORS

The Exhibitors are classified into two groups upon the basis of program resources. In general these two major classifications are: 1. Networks, national organizations, and clear-channel stations; 2. Local and regional stations and organizations. The purpose of these two major classifications is to promote fairness in judging the programs of an organization with limited resources of budget and personnel in contrast to organizations with large budgets and personnel. Each entrant should take this into account and enter programs in the major classification which most nearly fits the conditions. The jury reserves the right to change the classification if, in its judgment, such a change will be fairer to other entries. As examples of the two major classifications, programs entered by the United States Office of Education would fall in classification 1, as a national organization. So, likewise, would a sustaining educational program entered by Station KFI, Los Angeles, a clear-channel station. Programs entered by the Detroit Public Schools, a local organization, or by Station WHA, a regional station, would be entered in classification 2. The exhibit is open to any organization or individual upon payment of an entry fee of fifty cents for each program entered.

## CLASSES OF PROGRAMS

In general, programs submitted must be those whose primary purpose is to educate rather than to entertain. Awards will be made for the best of each of seven different program types:

### *For General Use:*

- a. Lecture, talk, speech.
- b. Demonstration or participation program.
- c. Dialog, round-table conversation, interview, debate, question and answer.
- d. All forms of dramatization.

*For Use in School:*

- e. By primary children (approximately Grades I-III).
- f. By elementary children (approximately Grades IV-VI).
- g. By junior and/or senior high-school pupils (approximately Grades VII-XII).

Each program entered in the exhibit must be entered under one of these program types, but the jury may, if it sees fit, change the class in which a program is entered.

**SINGLE PROGRAM IN A SERIES**

Contestants may enter as many series as are desired in the exhibit, but only a single program may be entered from any one series. This restriction has been made necessary by the large number of programs which have been entered in the two previous exhibitions. In order to keep the number of entries within the limitations of the time of the judges, only one program may be entered from any series. Exhibitors, therefore, will need to make their own selection of the program in any series which has greatest merit.

**ENTRY BLANKS**

The contestants who plan to enter recordings should request additional entry blanks by writing to I. Keith Tyler, Ohio State University. The entry blanks will be sent to the contestants on and after January 1, 1939. The contestants will have until March 15, 1939, for selecting and recording the programs which are to be entered in the exhibition.

**EXHIBIT FEE**

An exhibit fee of fifty cents for each program is charged to cover the costs of the exhibition. A check or money order for the total fee for the programs entered should be sent, with the entry blanks for the programs, to I. Keith Tyler, Ohio State University, Columbus, Ohio, at the time that the recordings are shipped. Make checks payable to I. Keith Tyler, Secretary.

### ENTRY CLOSING DATE

All records must be shipped prepaid to the Institute for Education by Radio, Ohio State University, Columbus, Ohio, to arrive on or before March 15, 1939. All programs entered must have been broadcast later than March 15, 1938, and previous to March 15, 1939.

### PHYSICAL SPECIFICATIONS FOR RECORDS

All programs must be recorded in entirety for the full time the program is broadcast. The programs need not be recorded directly from the air, however, but may be specially staged for recording purposes. Any type of recording will be acceptable, and the jury will endeavor to consider only the character of the program and not the quality of the recording. Records must be on disks laterally cut at 33 RPM or 78 RPM.

### AWARDS AND HONORABLE MENTIONS

The Institute for Education by Radio, upon recommendation from the jury, will make "First Awards" and "Honorable Mentions" on the basis of the seven classes of programs in each of the two major classifications. In general, this provides for fourteen "First Awards" and fourteen "Honorable Mentions." However the judges may, at their discretion, withhold awards and honorable mentions in those classes in which no programs appear worthy of this recognition. Similarly they may, in unusual circumstances, give more than one "First Award" or "Honorable Mention" in a single class when the programs entered seem to justify such recognition. Programs and organizations receiving awards or honorable mention will be given special notice in *Education on the Air*, the proceedings of the Institute for Education by Radio, which will be published by the Ohio State University in the fall of 1939. The awards will be announced at the 1939 meeting of the Institute, and the programs given awards will be played, so far as time permits, at a special session.

### JUDGING COMMITTEE

The final jury on awards will consist of prominent persons selected because of their ability to judge program production, educational objectives, and audience interest.

## COMMUNICATIONS

Address all communications regarding the Third American Exhibition of Recordings of Educational Radio Programs to I. Keith Tyler, Institute for Education by Radio, Ohio State University, Columbus, Ohio.

## "EDUCATION ON THE AIR"

The proceedings of the nine previous Institutes for Education by Radio—1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, and 1938, as well as the volume published in 1939, may be obtained from Ohio State University Bookstore at \$3 a volume.

*Official Program*

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**NINTH INSTITUTE  
FOR EDUCATION  
BY RADIO**

•

**OHIO STATE UNIVERSITY  
COLUMBUS, OHIO**

**MAY 2, 3, 4,  
1938**

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The Institute for Education by Radio was established in 1930 at Ohio State University. Its purpose is to provide an annual meeting for joint discussion by broadcasters and educators of the problems of educational broadcasting. The program is devoted chiefly to a consideration of the techniques of education by radio. The Institute passes no resolutions and its officers are limited to a director, W. W. Charters, and a secretary, I. Keith Tyler, both of the Bureau of Educational Research. The committee on the annual program for 1938 consists of the two officers with the addition of R. C. Higgy, Director, and Byron B. Williams, Program Supervisor, of Station WOSU, and Edgar Dale of the Bureau of Educational Research.

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# *Program*

**MONDAY, MAY 2**

**First General Session**

*Social Administration Building*

**MONDAY**  
**9:30 A. M.**

*Presiding, W. W. CHARTERS*

Director, Institute for Education by Radio

**Word of Welcome**

**GEORGE W. RIGHTMIRE**, President, Ohio State University

**A Fundamental Need of General Education**

**BOYD BODE**, Professor of Education, Ohio State University

**How Radio Can Serve This Need: A Panel Discussion**

**I. KEITH TYLER**, Bureau of Educational Research, Ohio State University, *Chairman*

**E. M. KIRBY**, Educational Director, Station WSM, Nashville

**HAROLD B. McCARTY**, Program Director, Station WHA, University of Wisconsin

**ALLEN MILLER**, Director, University Broadcasting Council

**JULIUS F. SEEBACK, JR.**, Program Director, Mutual Broadcasting System

**JUDITH WALLER**, Educational Director, Central Division, National Broadcasting Company

**BYRON B. WILLIAMS**, Program Supervisor, Station WOSU, Ohio State University

**General Discussion**

## MONDAY, MAY 2

### Work-Study Groups

MONDAY

2:00 P. M.

*Deshler-Wallick Hotel*

These are groups to work intensively on problems in the general fields indicated. Each chairman has selected a panel of resource persons to give expert advice. The agenda for each group has been developed by the chairman through correspondence with members. The groups meet for two half days, Monday and Tuesday afternoons, which are to be considered continuous rather than separate units.

#### 1. Agricultural Broadcasts. Room 1479

WALLACE KADDERLY, Acting Chief of Radio Service, U. S. Department of Agriculture, *Chairman*

#### 2. School Broadcasts. Room 1340

PAUL T. RANKIN, Supervising Director of Research and Informational Service, Detroit Public Schools, *Chairman*

#### 3. Radio Courses in Universities. Room 1440

CLINE M. KOON, New York City, *Chairman*

#### 4. Research in Radio Education. Room 1437

FRANK N. STANTON, Manager of the Market Research Division, Columbia Broadcasting System, *Chairman*

#### 5. Technical Radio Developments. Room 1537

R. C. HIGG, Director, Station WOSU, Ohio State University, *Chairman*

#### 6. Broadcasts for General Education. Room 1540

STERLING FISHER, Director of Radio Talks and Education, Columbia Broadcasting System, *Chairman*

## MONDAY, MAY 2

### Sections on Special Problems

*Deshler-Wallick Hotel*

MONDAY  
8:00 P. M.

✓National Association of Educational Broadcasters (Closed Meeting)

CARL MENZER, President, *Presiding*. Room 1537

Educational Broadcasts by Commercial Stations

JUDITH WALLER, Educational Director, Central Division, National  
Broadcasting Company, *Presiding*. Room 1540

Educational Broadcasts by Adult Organizations

NED H. DEARBORN, Dean, Division of General Education, New  
York University, *Presiding*. Room 1437

Utilization of School Broadcasts

PAUL REED, Supervisor of Visual and Radio Education, Rochester  
Public Schools, *Presiding*. Room 1440

TUESDAY  
9:30 A. M.

## TUESDAY, MAY 3

### Second General Session

*Social Administration Building*

### REVIEW OF STUDIES OF EDUCATIONAL BROADCASTING

*Presiding, ARTHUR J. KLEIN*

Dean, College of Education, Ohio State University

#### The Studies of the Federal Radio Education Committee

C. F. KLINEFELTER, Vice Chairman, Federal Radio Education Committee

#### The Effects of Radio on Listeners

PAUL F. LAZARSFELD, Director, Princeton Radio Research Project, Princeton University

#### Evaluation of School Broadcasts

J. WAYNE WRIGHTSTONE, Associate Director, Evaluation of School Broadcasts, Ohio State University

#### The Wisconsin Study of School Broadcasts

LESTER WARD PARKER, Director, Research Project in School Broadcasting, University of Wisconsin

#### The Cleveland "Ultra-High Frequency" Project

CHARLES H. LAKE, Superintendent, Cleveland Public Schools

#### The Use of Short-Wave Broadcasts in Modern Language Instruction

WILLIAM S. HENDRIX, Professor of Romance Languages, Ohio State University

#### General Discussion

**TUESDAY, MAY 3**

**Work-Study Groups**

*Deshler-Wallick Hotel*

**TUESDAY  
2:00 P. M.**

A continuation of the sessions of Monday afternoon.

**1. Agricultural Broadcasts. Room 1479**

**WALLACE KADDERLY, Acting Chief of Radio Service, U. S. Department of Agriculture, *Chairman***

**2. School Broadcasts. Room 1340**

**PAUL T. RANKIN, Supervising Director of Research and Informational Service, Detroit Public Schools, *Chairman***

**3. Radio Courses in Universities. Room 1440**

**CLINE M. KOON, New York City, *Chairman***

**4. Research in Radio Education. Room 1437**

**FRANK N. STANTON, Manager of the Market Research Division, Columbia Broadcasting System, *Chairman***

**5. Technical Radio Developments. Room 1537**

**R. C. HIGGY, Director, Station WOSU, Ohio State University, *Chairman***

**6. Broadcasts for General Education. Room 1540**

**STERLING FISHER, Director of Radio Talks and Education, Columbia Broadcasting System, *Chairman***

# TUESDAY, MAY 3

TUESDAY  
6:00 P. M.

## ✓ Dinner

Faculty Club

*Presiding, GEORGE F. ZOOK*  
President, American Council on Education

### The Puzzling Perplexity That Is Radio

JAMES R. ANGELL, Educational Counselor, National Broadcasting Company

### Announcement of Awards for Second American Exhibition of Recordings of Educational Radio Programs

#### ROUND-TABLE DISCUSSIONS

##### 1. Listener Participation

JOSEPH RIES, Educational Director, Station WLW, Cincinnati

##### 2. Dramatic Programs

WILLIAM N. ROBSON, Director, Columbia Workshop, Columbia Broadcasting System

##### 3. Music Programs

ERNEST LA PRADE, Director, Music Research, National Broadcasting Company

##### 4. Science Programs

HARRY A. CARPENTER, Specialist in Science, Rochester Public Schools

##### 5. Discussion Programs

ALICE KELIHER, Chairman, Commission on Human Relations, Progressive Education Association

##### 6. Handling Controversial Issues

FREDERIC A. WILLIS, Assistant to the President, Columbia Broadcasting System

##### ✓ 7. Training and Selection of College Faculty Members for Broadcasting

ROBERT J. COLEMAN, Program Director, Station WKAR, Michigan State College

##### 8. The Radio Workshop

B. H. DARROW, Educational Director, Station WBEN, Buffalo

## WEDNESDAY, MAY 4

### Third General Session

*Social Administration Building*

WEDNESDAY  
9:30 A. M.

#### PLANNING FOR THE LISTENER

*Presiding, FRANKLIN DUNHAM*

Educational Director, National Broadcasting Company

#### Broadcasting News as History

CESAR SAERCHINGER, American Historical Association

#### Planning Broadcasts for Women in Great Britain

ELISE SPROTT, British Broadcasting Corporation

#### Informing the Listener

ROBERT STEPHAN, Radio Editor, Cleveland Plain Dealer

#### General Discussion

### Fourth General Session

*Social Administration Building*

WEDNESDAY  
2:00 P. M.

*Presiding, H. V. KALTENBORN*

News Commentator, Columbia Broadcasting System

#### Demonstration and Discussion of Awards for Second Exhibition of Recordings of Educational Radio Programs

## Notes

ALL meetings are scheduled on Eastern Standard Time.

Persons wishing rooms near the University may write to Lowell Wrigley, Director of Men's Housing, Administration Building, Ohio State University.

An audition room is provided for the members of the Institute at the offices of the Radio Division of the Bureau of Educational Research in Hayes Hall Annex, just south of the Social Administration Building. All recordings entered in the Second American Exhibition will be available for auditing. Programs to be heard will be scheduled as requested. A complete list of the recordings and reservation blanks may be obtained at the registration desk.

Open discussion on matters of radio education is one of the chief functions of the Institute. Each address will be followed by discussion in which all members are urged to take part.

Each year the proceedings of the Institute are published under the title, *Education on the Air*. The yearbooks may be purchased at \$3 a copy from Ohio State University, except the 1935 yearbook which may be purchased from the University of Chicago Press. A reduced price for back copies of the yearbook is made when purchased in sets.

Tickets for the dinner Tuesday evening, May 3, may be purchased at the registration desk; the price is \$1.50. All reservations for the dinner must be made by Monday noon, May 2.

Registration facilities and a bureau of information will be maintained in the main hallway of the Social Administration Building. At the time of the down-town meetings, an additional registration desk will be maintained near the elevators in the Wallick addition of the

Deshler-Wallick Hotel. Although there is no registration fee, all persons attending the meetings are requested to register.

Mail for visiting members may be secured from the registration desk if addressed in care of the Institute for Education by Radio, Ohio State University, Columbus, Ohio.

General sessions will meet at the Social Administration Building on the Ohio State University campus, one block west of High Street on Seventeenth. The Dinner will be at the Faculty Club on the third floor of the Administration Building, near the center of the campus. Work-study groups and section meetings will be held at the Deshler-Wallick Hotel in down-town Columbus.

The Deshler-Wallick is the official headquarters hotel for the conference. Reservations may be made in advance by writing directly to the hotel.

Informal exhibits of various organizations will be welcomed in connection with the conference. For reservation of table space, write to Miss Margariete Ralls, Hayes Hall Annex, Ohio State University, Columbus.

The exchange of materials among the members of the Institute has proved helpful in the past. A table will be provided among the exhibits where this material may be placed. Members are encouraged to bring such materials for distribution.



*Official Program*

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**ELEVENTH INSTITUTE  
FOR EDUCATION  
BY RADIO**

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THE OHIO STATE UNIVERSITY  
COLUMBUS, OHIO

APRIL 29, 30, AND MAY 1,  
1940

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The Institute for Education by Radio was established in 1930 at Ohio State University. Its purpose is to provide an annual meeting for joint discussion by broadcasters and educators of the problems of educational broadcasting. The program is devoted chiefly to a consideration of the techniques of education by radio. The Institute passes no resolutions and its officers are limited to a director, W. W. Charters, an executive secretary, I. Keith Tyler, and a secretary, M. Margariete Ralls, all of the Bureau of Educational Research. The committee on the annual program for 1940 consisted of the three officers with the addition of R. C. Higgy, Director, and Friel Heimlich, Program Supervisor, of Station WOSU, J. Wayne Wrightstone, formerly Associate Director, Evaluation of School Broadcasts, Irwin A. Johnson, Director of Developmental Programs, Station WBNS and Ed Bronson, Program Director, Station WCOL.

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# Program

**MONDAY, APRIL 29**

**First General Session**

Hall of Mirrors  
*Deshler-Wallick Hotel*

**MONDAY**  
**9:30 A. M.**

*Presiding, W. W. CHARTERS*  
 Director, Institute for Education by Radio

**Word of Welcome**

HOWARD L. BEVIS, President, Ohio State University

**Are We Victims of Propaganda?—A Breakfast-Table Discussion**

The technique will be that of the People's Platform of the Columbia Broadcasting System

**Participants**

LYMAN BRYSON, Professor of Education, Columbia University  
 J. HARRY COTTON, Pastor, Broad Street Presbyterian Church, Columbus

EDWARD NEWELL DOAN, Department of Journalism, Ohio State University

MRS. JOSEPHINE SMITH HORCHOW, Housewife, Columbus

T. E. MORAN, Taxi Driver, Columbus

**Discussion from the Floor Conducted by Professor Bryson**

**Announcement of Awards for the Fourth American Exhibition of Recordings of Educational Radio Programs**

245  
MONDAY, APRIL 29

## Clinics and Work-Study Groups

*Deshler-Wallick Hotel*

MONDAY

2:00 P. M.

The work-study groups devote themselves intensively to problems in the general fields indicated. Each chairman has selected a panel of resource persons to give expert advice. The agenda for each group has been developed by the chairman through correspondence with members. The groups meet for two half days, Monday and Tuesday afternoons, which are to be considered continuous rather than separate units. The topics and personnel listed are for both half-day sessions.

The clinics are held for the demonstration and critical discussion of specific techniques in the fields indicated. The procedures will consist of a statement of the techniques to be used, the playing of illustrative recordings and the critical evaluation of the recordings. Details of programs are for both half-day sessions.

### I. Agricultural Broadcasts, Room 1479

*Tell*  
JOHN C. BAKER, Radio Extension Specialist, United States Department of Agriculture, *Chairman*

#### I. Problems of Planning and Administration

Farm Facts Can Be Fun

GEORGE S. ROUND, University of Nebraska, Lincoln

Highlighting Agriculture

CHARLES WORCESTER, Station WNAX, Yankton, South Dakota

What Do Women Want to Hear? And How?

RUTH VAN DEMAN, Bureau of Home Economics, United States Department of Agriculture

How Can We Tell Who Listens?

FRANK STANTON, Columbia Broadcasting System

#### II. Problems of Technique

We Throw the Script Away

HARWOOD HULL, Alabama Polytechnic Institute, Birmingham

What Is Showmanship?

ED MASON, Station WLW, Cincinnati

To Teach or to Sell? (Thirty Minute Panel Discussion)

W. E. DRIPS, National Broadcasting Company, Chicago

R. D. MICHAEL, Virginia Polytechnic Institute, Blacksburg

G. O. OLESON, Massachusetts State College, Amherst

SAMUEL H. RECK, Iowa State College, Ames

HAROLD A. SAFFORD, Station WLS, Chicago

Human Interest in Farm Programs  
CHARLES STOOKEY, Columbia Broadcasting System, St. Louis

How Can the County Agent Use Radio?  
C. M. EAST, New Albany, Indiana

Improving Broadcast Technique  
RALPH STEETLE, Louisiana State University, Baton Rouge

On-the-Spot Broadcasts  
ROBERT J. COLEMAN, Michigan State College, East Lansing

## 2. School Broadcasts, Room 1537

HAROLD W. KENT, Director, Radio Council, Chicago Public Schools, *Chairman*  
Resource Persons

PHILIP H. COHEN, Program Executive, United States Office of Education  
ROBERT S. EMERSON, In Charge of Instruction in Radio, New York University  
PHIL ENGLISH, Student, University High School, Ohio State University  
ELIZABETH GOUDY, Director of Radio, Public Schools of Los Angeles County  
HARRIET H. HESTER, Educational Director, Station WLS, Chicago  
KENNETH C. RAY, Superintendent of Schools, Zanesville, Ohio

## 3. Research in Educational Broadcasting, Room 1440

H. M. BEVILLE, JR., Research Manager, National Broadcasting Company, *Chairman*

I. Some Recent Contributions from Educational Radio Research Projects—Their Purpose, Techniques, and Results

### Listening Habits of Texas Adolescents

A. L. CHAPMAN, Director, Bureau of Research in Education by Radio, University of Texas, Austin

A Study of Listening Habits of Individual Family Members Conducted through Schools

GARNET R. GARRISON, Director, Division of Radio, Wayne University, Detroit, Michigan

Out-of-School Listening Studies in Chicago, St. Louis, and Zanesville

HOWARD ROWLAND, Research Associate, Evaluation of School Broadcasts, Ohio State University

Surveys of Rocky Mountain Radio Council Programs by Telephone and Questionnaire

ROBERT B. HUDSON, Director, Rocky Mountain Radio Council, Denver

Social Stratification of Radio Audience

CUTHBERT DANIEL, Research Associate, Office of Radio Research, Columbia University

Studying Why People Don't Listen

PAUL F. LAZARSFELD, Director, Office of Radio Research, Columbia University

Town Meeting of the Air Study

R. R. LOWDERMILK, Research Associate, Evaluation of School Broadcasts, Ohio State University

Folk Music of America Study

GERHART D. WIEBE, Research Assistant, Evaluation of School Broadcasts, Ohio State University

Listener Advisory Panels As Used by NBC Associated Stations

H. B. SUMMERS, Kansas State College, Manhattan

II. A Classification of Research Studies According to Those Who Can Use the Results  
General Discussion

4. Broadcasts for General Education, Room 1437

HERSCHEL W. NISONGER, Assistant Director, Bureau of Special and Adult Education, Ohio State University, *Chairman*

Major Problems for Discussion

Aspects of General Education Needs of People Which Can Best Be Served through the Use of Radio

Kinds of General Education Programs in Which Adults Have Expressed the Greatest Interest

Methods of Discovering Listener Interests and Needs; Use in Program Building

Techniques Which Have Been Found Effective in General Education Broadcasts

Effective Channels for Informing Listeners about Radio Programs; Use of Organized Groups

Use of Local Resources in Building Programs in General Education Possibilities and Limitations of Listener Groups

Place of Networks, Regional and Local Stations, in Providing General Education Programs

Possibilities and Limitations of the Use of Radio in the Development of Better and More Effective Citizens in a Democratic Society through News Broadcasts, Radio Forums, Discussion of Controversial Issues, and Radio Courses Dealing with Social, Economic, and Political Issues

Resource Persons

WILLIAM O. ALDRIDGE, Station WOSU, Ohio State University

LYMAN BRYSON, Chairman, Adult Education Board, Columbia Broadcasting System

MARION S. CARTER, Director, Radio Forum Division, The Town Hall

J. HARRY COTTON, Moderator, Columbus Town Meeting

GEORGE V. DENNY, JR., President, The Town Hall

SHERMAN H. DRYER, Radio Director, University of Chicago

W. I. GRIFFITH, Director, Station WOI, Iowa State College, Ames

FRANK ERNEST HILL, Director of Study of Listening Groups, Federal Radio Education Committee, New York City

ARTHUR HENRY MOEHLMAN, Associate Professor, Social Science Education, Ohio State University

LEONARD POWER, Coordinator of Research, Federal Radio Education Committee

ED KIRBY, Director of Public Relations, National Association of Broadcasters

THOMAS D. RISHWORTH, Educational Director, Station KSTP, St. Paul

LAVINIA S. SCHWARTZ, Midwestern Educational Director, Columbia Broadcasting System, Chicago

JULIUS SEEBACH, Program Director, Station WOR, New York City

C. A. SIEPMANN, Harvard University, Cambridge. Formerly with the British Broadcasting Corporation

JUDITH C. WALLER, Educational Director, Central Division, National Broadcasting Company, Chicago

## 5. Public Service Broadcasting, Room 1540

WALTER G. PRESTON, Jr., Assistant to the Vice President in Charge of Programs, National Broadcasting Company, *Chairman*

### Major Problems for Discussion

How can the radio station and different local organizations get to know and understand each other's problems, so that more public service programs, with a greater amount of listener appeal, can be built?

Who pays program costs?

Who has the final say as to (a) pattern of program, (b) content of program?

What can be done to improve publicity and promotion disseminated by station and organization?

What is being done about audience building by station and organization?

Who should be responsible for such audience building?

What about length of program, type of program, content of program, presentation and participation?

How can the non-commercial sponsors be made aware of their limitations in the entertainment field, while at the same time giving them an awareness of their power in the field of their specialization?

Should cooperation with governmental agencies be treated separately from other organizations?

How important is the radio director of the organization to the success of the series of radio broadcasts?

If a station has a chance to sell the time that is being used for an established public service program, does public interest demand that it forego this added income, so that the public service feature may be maintained intact?

Should a station make a time-demand contract with a network that subjects public service programs on the local station to a time shift or complete deletion on short notice?

Is a public service program justified if it appeals to only a small group numerically, providing that radio can give a service to this group that the group can get no other way?

What, from the regional or local point of view, are the defects in present public service broadcasts?

What can public service broadcasting do to assist the furtherance of governmental measures for the betterment of society?

#### Resource Persons

JESSICA McFARLAND, Director of Women's Activities, Station WMBD, Peoria, Illinois

ROBERT B. HUDSON, Director, Rocky Mountain Radio Council, Denver

CLARENCE M. MORGAN, Director of Radio Education, Indiana State Teachers College, Terre Haute

LEONARD POWER, Coordinator of Research, Federal Radio Education Committee, Washington

LAVINIA S. SCHWARTZ, Midwestern Educational Director, Columbia Broadcasting System, Chicago

CHARLES A. STEPPEMAN, Harvard University, Cambridge

ELMER G. SULZER, Director, Radio Activities, University of Kentucky, Lexington

JOHN W. TINNEA, Program Director, Station KWK, St. Louis

#### 6. Radio in Religious Education, Room 1663

FRANK NELSON, Minister, Community Presbyterian Church, Lakewood, Ohio, *Chairman*

#### 7. Clinic: Music Appreciation Broadcasts, Room 1279

ALTON O'STEEN, Research Associate, Evaluation of School Broadcasts, Ohio State University, *Chairman*

Transcriptions of several different types of music appreciation broadcasts for different age levels will be played in whole or in part. Discussion of the techniques and materials of the broadcast will follow the playing of each transcription. Representatives of university stations, public school broadcasting units, networks and commercial stations, whose music programs will be played, will be present to explain their recordings and to enter into the discussion of other recordings.

##### Transcriptions for Session I (Monday)

- Music for Fun, Columbia Broadcasting System
- Music for Young Listeners, Cleveland Public Schools
- Music Enjoyment for Young Children, University of Wisconsin
- Music for Young Listeners, Toledo Museum of Art
- Standard School Broadcast, Pacific Coast Network, National Broadcasting Company

Transcriptions for Session II (Tuesday)

Music of the Masters, Cincinnati College of Music

Rochester Civic Orchestra, Rochester Public Schools

Music Appreciation, University of Minnesota

Musical Memory Contest, Station WQXR, New York City

Folk Music of America, Columbia Broadcasting System, American School  
of the Air

8. Clinic: Science Broadcasts, Room 1340

*LORING ANDREWS, Chairman Program Committee, World Wide Broadcasting  
Foundation, Boston, Chairman*

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Transcriptions of several different types of science broadcasts will be played  
in whole or in part. Discussion of the techniques and materials of the  
broadcast will follow the playing of each transcription. A person respon-  
sible for each recording will be present to explain the purpose and plan of  
each of the programs.

## MONDAY, APRIL 29

### Sections on Special Problems

*Deshler-Wallick Hotel*

MONDAY  
8:00 P. M.

#### Adult Education by Radio

GEORGE V. DENNY, JR., President, The Town Hall, *Presiding*.  
Room 1440

#### Classroom Utilization of Broadcasts

ELIZABETH GOUDY, Director of Radio, Public Schools of Los Angeles County, *Presiding*. Room 1479

#### Dedication and Demonstration of Radio Workshop Equipment

(South High School, 1160 Ann Street)  
E. S. STAUFFER, South High School, Columbus, *Presiding*

#### Joint Meeting of the National Association of Broadcasters and the Educational Directors of CBS, NBC, and MBS

ED KIRBY, Director of Public Relations, National Association of Broadcasters, *Presiding*. Room 1540

#### National Association of Educational Broadcasters (Closed Meeting)

W. I. GRIFFITH, Treasurer, *Presiding*. Room 1537

#### Pre-Professional Training of Radio Personnel

FRANK E. MASON, Vice President and Assistant to the President, National Broadcasting Company, *Presiding*. Room 1279

#### School Supervision by Radio

H. M. BUCKLEY, Assistant Superintendent of Schools, Cleveland, *Presiding*. Room 1340

## TUESDAY, APRIL 30

### Second General Session

TUESDAY  
9:30 A. M.

Auditorium  
*Social Administration Building*

*Presiding, HAROLD ALBERTY*  
Director, University School,  
Ohio State University

Demonstration of the Utilization of a Classroom Broadcast: "Progress—Who Benefits?" A Program in the Series, *Frontiers of Democracy*, American School of the Air

Students from Grades XI and XII, University High School  
Teacher, Arthur Henry Mochlman, Associate Professor, Social Science Education, University School, Ohio State University

### Evaluation of the Demonstration

RAOUL GATIEN, Department of Instructional Research, Detroit Public Schools

WILLIAM B. LEVISON, Supervisor of Radio Activities, Station WBOE, Cleveland Public Schools

PAUL REED, Supervisor of Visual and Radio Education, Rochester Public Schools

SEERLEY REID, Evaluation of School Broadcasts, Ohio State University

VERNA WALTERS, Supervisor of Elementary Education, Zanesville Public Schools

BLANCHE YOUNG, Assistant Director, Department of Publications, Indianapolis Public Schools

### Discussion from the Floor

**TUESDAY, APRIL 30**

**Clinics and Work-Study Groups**

*Deshler-Wallick Hotel*

**TUESDAY  
2:00 P. M.**

A continuation of the sessions of Monday afternoon.

(See detailed program on pages 2 to 8)

## TUESDAY, APRIL 30

### Dinner

**TUESDAY**  
6:00 P. M.

Hall of Mirrors  
*Deshler-Wallick Hotel*

*Presiding, JUDITH WALLER*  
Educational Director, Central Division  
National Broadcasting Company

### Radio As a Social Force

WILLIAM J. DEMPSEY, General Counsel, Federal Communications Commission

### ROUND-TABLE DISCUSSIONS

#### 1. Writing for Radio, Room 1440

BERNARD C. SCHOENFELD, Chief Script Writer, Radio Section, Department of  
Interior

#### 2. Radio Production, Room 1637

JOHN S. CARLILE, Director of Radio Activities, University of Alabama

#### 3. Handling Controversial Issues, Room 1540

ED KIRBY, Director of Public Relations, National Association of Broadcasters

#### 4. Radio Workshops, Room 1340

THOMAS D. RISHWORTH, Educational Director, Station KSTP, St. Paul

#### 5. Educational Script Exchanges, Room 1537

FRIEL HEIMLICH, Station WOSU, Ohio State University

#### 6. Recordings for School Use, Room 1437

EMILIE HALEY, Assistant to the Director, Association of School Film Libraries

#### 7. Engineering Quiz Section, Room 1648

R. C. HIGGY, Director, Station WOSU, Ohio State University

#### 8. News and Special Events Broadcasts, Room 1479

A. A. SCHECHTER, Director of News and Special Events, National Broadcasting  
Company

## WEDNESDAY, MAY 1

### Third General Session

Auditorium  
*Social Administration Building*

WEDNESDAY  
9:30 A. M.

*Presiding, H. L. EWBANK*

Department of Speech, University of Wisconsin

The Activities of the Federal Radio Education Committee

LEONARD POWER, Coordinator of Research, Federal Radio Education Committee

The Status of Research in Radio Education

J. WAYNE WRIGHTSTONE, Bureau of Reference, Research and Statistics, New York City Public Schools

Developments in International Broadcasting

GUY HICKOK, Manager, International Division, National Broadcasting Company

Views and Impressions of American Broadcasting

FELIX GREENE, Former American Representative of the British Broadcasting Corporation

Discussion from the Floor

### Fourth General Session

Ball Room  
*Deshler-Wallick Hotel*

WEDNESDAY  
2:00 P.M.

*Presiding, HAROLD B. McCARTY*

Director, Station WHA  
University of Wisconsin

Planning and Production of the Programs to Be Presented

JOSEPH RIES, Educational Director, Station WLW, Cincinnati

## Demonstration of the Production of Two Types of Educational Broadcasts

"Fortunes Washed Away," a program in soil conservation and  
"Music of the Masters," a program in music appreciation

### Participants

JOSEPH RIES, Educational Director, Station WLW

ARTHUR RADKEY, Assistant Educational Director, Station WLW

UBERTO NEELY, Head of Radio Extension Department, College of Music, Cincinnati

EWING JONES, Head of Press and Radio, Soil Conservation, Fifth District

Members of the cast from Station WLW, Cincinnati, and orchestra from the Cincinnati College of Music

### Evaluation of the Demonstration

PHILIP H. COHEN, Program Executive, United States Office of Education

GEORGE JENNINGS, Radio Council, Chicago Public Schools

SHERMAN LAWTON, Radio and Visual Education, Stephens College

KATHARINE MATCHETT, Director of Radio Activities, West Technical High School, Cleveland Public Schools

C. WILBERT PETTEGREW, In Charge of Production, Station WOSU, Ohio State University

GERHART D. WIEBE, Evaluation of School Broadcasts, Ohio State University

### Discussion from the Floor

## Other Meetings of Interest to Institute Members

SUNDAY, APRIL 28, 8 P.M., ROOM 216, DESHLER-WALLICK HOTEL. Dinner for educational directors of stations affiliated with the Columbia Broadcasting System. Sterling Fisher, CBS Educational Director, Host.

SUNDAY, APRIL 28, 9 P.M., DESHLER-WALLICK HOTEL. Educational directors of stations affiliated with the National Broadcasting Company. Walter G. Preston, Jr., Assistant to the Vice President in Charge of Programs, Host.

MONDAY, APRIL 29, 12:30 P.M., DESHLER-WALLICK HOTEL. Luncheon for members of Advisory Committee of the Institute of Oral and Visual Education and invited guests. Howard M. LeSourd, Chairman, Host.

MONDAY, APRIL 29, 5 P.M., ROOM 1212, DESHLER-WALLICK HOTEL. Reception of CBS educational directors and other invited guests. Station WBNS, Educational Department, Irwin Johnson, Director, Host.

MONDAY, APRIL 29, 5 P.M., HALL OF MIRRORS, DESHLER-WALLICK HOTEL. Members of the Institute are invited to a special showing of a sound color film of the Interlochen Music Camp. The Camp has a number of radio activities which should be of interest. Joseph Maddy, Host.

TUESDAY, APRIL 30, 12:30 P.M., ROOM 216, DESHLER-WALLICK HOTEL. Luncheon for school directors of radio. William D. Boutwell, Director, Radio Project, United States Office of Education, in charge.

TUESDAY, APRIL 30, 4:45-5:15 P.M., PARLORS A AND B, DESHLER-WALLICK HOTEL. Members of the Institute are invited to attend a demonstration of frequency modulation. Courtesy Station WBNS-W8XVH.

WEDNESDAY, MAY 1, 6 P.M., STATION WHKC STUDIOS, 22 EAST GAY STREET. Members of the Institute are invited to witness a broadcast from 6:15 to 6:30, to the Mutual Broadcasting System, of "Trail Blazers," a dramatized safety program of the American Automobile Association. Larry Roller, MBS Representative, Host.

## Special Broadcasts Relating to the Institute

(All times are Eastern Standard)

SUNDAY, APRIL 28, 6:15 P.M., STATION WBNS (1430 k.c.). Interviews regarding the Institute program.

MONDAY, APRIL 29, 3:15-3:30 P.M., STATION WHKC (640 k.c.) AND MUTUAL BROADCASTING SYSTEM. Discussion of awards of the recording exhibition.

TUESDAY, APRIL 30, 3:15-3:30 P.M., STATION WHKC (640 k.c.) AND MUTUAL BROADCASTING SYSTEM. Discussion of radio workshop activities.

## Notes

ALL meetings are scheduled on Eastern Standard Time.

An audition room will be provided for the members of the Institute where recordings may be audited. The headquarters suite of the Institute, Room 1054, will be utilized for this purpose. The recordings entered in the Fourth American Exhibition will be available for auditing on the basis of a schedule which may be obtained at the registration desk.

Open discussion on matters of radio education is one of the chief functions of the Institute. Members are urged to take part freely in the discussion.

Registration facilities and a bureau of information will be maintained near the desk in the Wallick addition of the Deshler-Wallick Hotel. Additional registration facilities will be maintained in the Social Administration Building on the campus at the time of the campus meetings. The registration fee is \$3.00 which includes a copy of the proceedings, *Education on the Air*, and admission to all meetings. Single day registration is \$1.00 and single session registration is 50¢. These latter

*Stewart re 18 Universal*

registration cards admit the members to the meetings but do not include a copy of the proceedings. Special registration for those who do not wish a copy of the proceedings is \$1.50. A registration card will be required for admission to *all* meetings.

Each year the proceedings of the Institute are published under the title *Education on the Air*. The yearbooks may be purchased at \$3.00 a copy from Ohio State University, except the 1935 yearbook which may be purchased from the University of Chicago Press. A reduced price for back copies of the yearbook is made when purchased in sets.

Tickets for the dinner Tuesday evening, April 30, may be purchased at the registration desk; the price is \$1.75. All reservations for the dinner should be made by Monday noon, April 29.

Mail for visiting members may be secured from the registration desk if addressed in care of the Institute for Education by Radio, Ohio State University, Columbus, Ohio.

All sessions of the conference, except the general meetings on Tuesday and Wednesday mornings, will be held at the Deshler-Wallick Hotel in down-town Columbus. The Tuesday and Wednesday morning sessions will meet at the Social Administration Building on the Ohio State University campus, one block west of High Street on Seventeenth.

The Deshler-Wallick is the official headquarters hotel for the Institute. Reservations may be made in advance by writing directly to the hotel.

The exchange of materials among the members of the Institute has proved helpful in the past. A table will be provided where this material may be placed. Members are encouraged to bring such materials for distribution.

Frequency modulation receivers will be available in the official headquarters suite, Room 1054, for casual listening throughout the Institute.

Friends - NAC

1. Mission

2. Public Service

Topics

1 = audience - itself

2 = facts - goals against time

3 - efforts needed but is related to

• priorities of some foundations  
• then the problem is - social funds

8362 listing groups

75% in - element

35 clubs (1970-71)

c - down (yr 1970-71)

attn to

Desire

Ready

Actor

Contact with agency

Educate two-way desc

the institution  
a - type 1 program

WS01

menyler

Brookman

Seiner

Hanselberg

Briggs ~~Winton~~

Mels, Melches

Major, Lantz

Jane Nelson

Harold Nelson

WICL

Sign

~~not c~~

Tel

PS

WTA

~~cc~~

Engel

Nelson

WOT

Geffth

o, long

WLB

Barber

E W Gebhardt

Charles Harold

Ken Scallan

Dick Hull

Front right  
- 8976

Front right  
- 8976

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